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## Lighting the way - IMELCO and TRILUX announce a new partnership

**IMELCO and TRILUX have announced a new partnership to further deepen the longstanding relationship between IMELCO's wholesaler members and the German market leader for technical lighting. From the 1st of January 2023, TRILUX becomes one of IMELCO's exclusive partner suppliers. This collaboration with IMELCO, the largest marketing group of independent electrical wholesalers in the world, is expected to boost TRILUX's efforts to grow their presence within Europe and beyond.**

According to Wolfgang Thiemann, Director Trade at TRILUX, trusting and efficient cooperation with wholesalers is an important building block for TRILUX's national and international success strategy. "Through the partnership with IMELCO, we are intensifying our presence and visibility in the European market, with the aim of expanding sales and opening up new markets," he explains. In return, IMELCO benefits from a strong full-service partner with a high-quality and diversified solution portfolio.

Co Braber, IMELCO President, is equally enthusiastic about the partnership's mutual benefits, "During the last couple of years TRILUX and some IMELCO members have realized a successful business model that has benefitted all project partners. We are very much looking forward to expanding this towards other countries and members."



**Here's to a strong partnership:** Wolfgang Thiemann from TRILUX and Co Braber from IMELCO agree on closer cooperation as of 01.01.2023.



### ABOUT TRILUX

TRILUX represents a simple and reliable path to customized, energy efficient, and future-capable lighting solutions. The TRILUX Group has six production locations in Europe and Asia and supports international customers with 30 subsidiaries and many sales partners. The company employs approximately 5,000 employees worldwide, with headquarters at Arnsberg in Germany.

[trilux.com](http://trilux.com)

### ABOUT IMELCO

Headquartered in Brussels, IMELCO is a member-owned group of electrical wholesaler organizations across Europe, Australia, New Zealand, Russia and North America. Established more than 30 years ago, IMELCO brings business partners from 25 countries to one table, enabling the exchange of experiences and facilitating a common framework for the success of individual members and the group at large.

[imelco.com](http://imelco.com)



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